

## **ABSTRACT**

### **THE POLICY ANALYSIS OF PARKING AREAS IN BANDAR LAMPUNG CITY**

**By**

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Based on target of parking tax income and result of Asset and Local Government Tax Income Management Office or DPPKA in Bandar Lampung from 2002 to 2011, the income of parking tax tends to decrease or never over coming target, while the amount of vehicles are increasing every year.

Parking tax income is the state tax income and this is conducted by local government that concerns with policy and conduct of parking management to improve local government income from parking tax.

This research was purposed to find out conduct of parking policies operated by Integrated Service Unit of Parking of Transportation Office in Bandar Lampung. This was a descriptive qualitative research with explorative approach to describe conditions with observations and data collections in written forms, behaviors and data analysis. Data were collected with interview, observation and documentation.

The results showed that performance of Integrated Service Unit of Parking is not effective and optimum in managing parking areas in Bandar Lampung. Communication process, resources availability (both human resource and equipment), full responsibility parking human resources, and organization conducting parking process were not conducted properly.

Keywords: communication, parking human resource, bureaucracy